

THE "CONNECT MADISON" ECONOMIC STRATEGY

DRAFT - Strategic Framework Part 1

Strategies		PROJECTS & INITIATIVES		Connections to Target Areas	Potential Partners	Priority/ Timeframe	Performance Measures
1	CONNECT Madison businesses with talent, capital, ideas, and new markets and become a national leader in supporting the growth of startups as well as existing businesses	1.1	Support StartingBlock and other "innovation infrastructure" (incubators, maker-spaces, co-working facilities)	ID 1			
		1.2	Increase Coordination with UW Madison Commercialization Efforts	ID 6			
		1.3	Support Non-Technology Entrepreneurship (e.g. Food Entrepreneurship)	ID 2			
		1.4	Create a One-Stop Shop for Business Needs	IDs			
		1.5	Building stronger partnerships with Local Business Associations and Consortiums	ALL			
		1.6	Deploy the use of Small Cap TIF for business development in strategic locations throughout the City	IDs, Ozs			
		1.7	Implement the Women's Technology Fund	ID1			
		1.8	Implement the business cooperatives development program	ALL			
		1.9	Support the increase of Business Improvement Districts throughout the City	ALL			
		1.10	Expand the City's Business Retention & Recruitment program	ID3, ID4			
2	CONNECT Madison's growth and prosperity to communities facing barriers to economic opportunity.	2.1	Create the "Madison Promise" guaranteeing every Madison HS student a pre-career experience (internship, mentorship, etc.)	Ozs			
		2.2	Expand support for Minority Contracting for City projects and services	OZs			
		2.3	Support Workforce Training Programs Linking to Existing Large Employers (particularly in high job growth sectors like healthcare services)	OZs			
		2.4	Expand Transportation options to connect the workforce to job opportunities	ALL			
		2.5	Give preference to identified Opportunity Zones in use of city-funded grants and other incentives	ALL			
		2.6	Create "business support liaisons" in communities to support entrepreneurship in lower income neighborhoods	ALL			
3	CONNECT Madison's people and economy to the region's robust food system through the Adoption of the Madison "10-10-100" Local Food Target	3.1	Implement the plan for the Madison Public Market District	ID1/ID2			
		3.2	Explore the development of a Food Innovation Center near the Public Market	ID2			
		3.3	Create a Startup Grant/loan program Targeted to minority food entrepreneurs	OZ3			
		3.4	Create incentives and support efforts to encourage Local Food Purchasing by Institutional Food Buyers	ID2			
		3.5	Coordinate a network of produce retail in partnership with neighborhood ethnic grocers	OZ1, OZ2, OZ3			
		3.6	Coordinate with Madison College, FEED Kitchens, and the Wisconsin Food Hub Coop as key food infrastructure and training facilities	ID2			
4	CONNECT Madison's large bicycle industry cluster, identity as a bike-friendly city, and appeal as a destination for bicycle-based recreation and tourism to become the bike mecca of North America	4.1	Direct outreach to area bike industry companies	OZ1, ID3, ID4			
		4.2	Recruitment of suppliers and customers to grow the cluster	OZ1, ID3, ID4			
		4.3	Build High-profile Bike Infrastructure Projects	ND1			
		4.4	Create events and programs focused on Advanced Manufacturing, Custom Fabrication & Prototyping in the Bike Industry	ND1, ND6			
		4.5	Incorporate Bicycle Infrastructure into New Development Projects	NDs			
5	CONNECT real estate redevelopment opportunities in Madison with unmet market demand to grow our tax base and revitalize targeted areas of the City	5.1	Create a Robust Land Banking Program	IDs, Ozs, NDs			
		5.2	Introduce Fiscal Impact Analysis Into Development Review Process – Utilizing the Urban Footprint tool	NDs			
		5.3	Support efficient, compact, multi-use, and transit-oriented development and redevelopment on key commercial corridors	NDs			
		5.4	Build on the City's recent TIF policy updates and create a comprehensive and clear citywide TIF strategy	ALL			
6	CONNECT Madison residents to their City government, job opportunities, and the outside world by modernizing City Services and Infrastructure (including greater regional cooperation)	6.1	Utilize opportunities for crowd sourced governance and virtual committee meetings	ALL			
		6.2	Establish customer-service kiosks for some city functions	ALL			
		6.3	Create "Digital Comment Box" App for City Services and a "311" hotline	ALL			
		6.4	Wired Homes, Businesses, Schools, Libraries, Community Centers	Ozs			
		6.5	Make the City a Laboratory for Prototyping Technology	IDs			
		6.6	Work with MadRep and neighboring communities to increase regional cooperation on economic development	ALL			
7	CONNECT Madison's economic, cultural, entertainment, and environmental assets to increase the City's appeal to tourists, event planners, talented young professionals, new businesses, retirees and others prospective residents and visitors	7.1	Grow and maintain central Madison the economic, cultural, and entertainment hub of the region	ND1			
		7.2	Transform the Alliant Energy Center into a world-class event destination	ND6			
		7.3	Encourage development of nodes - amenity-rich, mixed-use activity center - as anchors and destinations on the east and west sides	ND8			
		7.4	Support the development of additional music/entertainment venues in the Capitol East District and other neighborhoods	ID1, ND2			
		7.5	Create programs and incentives to encourage a robust art scene	ALL			
		7.6	Encourage the growth and connections between digital technology and creative media industries	ID1			
		7.7	Partner with local organizations to clean Madison's lakes and preserve them as a recreational amenity	ND1, ND2, ND6			
		7.8	Support the expansion of the Dane County Airport - including investments in the facility and expanded airline service	ID3			
8	CONNECT Madison's workforce, job opportunities, and redevelopment sites with a modern, sustainable, efficient, and technology-enabled multi-modal transportation system	8.1	Conduct a detailed economic analysis evaluate the economic development benefits of improved transit in Madison	ALL			
		8.2	Launch an information campaign to inform local, regional, state, and federal policymakers of the strategic economic importance of improved transit in Madison	ALL			
		8.3	Conduct a survey of local businesses to gauge the transportation needs and preferences of the workforce	ALL			
		8.4	Create a staff team and committee focused on integrating emerging transportation technologies and services (car sharing, ridesharing, driverless cars etc.)	ALL			
		8.5	Leverage transit (particularly transit stations) as catalysts for development of jobs, housing, and tax base	NDS			
		8.6	Evaluate opportunities for strategic consolidation of parking in key activity centers	NDs			